RESEARCH WITH IMPACT

CORNELL SC JOHNSON COLLEGE OF BUSINESS

2018-2019 EDITION

CORNELL UNIVERSITY FOUNDED A.D. 1865

Cornell
SC Johnson College of Business

Mission

Together, our three schools transcend the traditional boundaries of business education and research to transform critical thinking into practical solutions. We collaborate within the Cornell SC Johnson College of Business, across Cornell, and beyond to mobilize diverse expertise, generate world-class knowledge, inspire students, and impact society in a positive manner.

Vision

We inspire leaders to build sustainable, shared prosperity.

Values

- **Excellence**: Exceed standards and insist on the highest quality of execution in all we do. Research and innovate continuously. Courageously experiment with new ideas and approaches. Do the right thing; exhibit integrity and the highest ethical standards in all we do.
- **Inclusion**: Embrace diversity in all its forms. Collaborate across disciplines and colleges. Celebrate one another's contributions to the distinct missions of our three schools.
- **Engagement**: Inspire students, alumni, and external partners through personalized, transformative interactions. Partner with all stakeholders for mutual gain. Instill an entrepreneurial spirit to pursue development and fulfillment.
- **Community**: Foster unity through adaptability. Value one another's missions with integrity and transparency. Engage with neighboring communities through service and stewardship. Show compassion through acceptance and consideration, and seek out ways to nurture growth.
- **Impact**: Make a meaningful and positive difference in the world. Help students, staff, scholars, and organizations to flourish. Develop innovative solutions to pressing local and global problems.

G. Andrew Karolyi
Deputy Dean and Dean of Academic Affairs,
Professor of Finance,
Cornell SC Johnson College of Business,
Cornell University

Colleagues:

Welcome to the latest edition of *Research With Impact*, a celebration of the work being done by the faculty of the Cornell SC Johnson College of Business. This volume, covering 2018 and 2019, contains just a representative sample of our College's scholarly research which is reaching far into society. The breadth and depth of our research purpose is on display in these pages.

This report contains three sections:
- *Impact statements:* Overviews of selected faculty research projects and collaborations;
- *Media placements:* A selection of articles in major national or international media outlets featuring our faculty;
- *Publications:* Published peer-reviewed journal articles, book chapters, and scholarly books by our faculty.

This year, we've also included data visualizations to show how our growing faculty collaborates with other scholars all over the world, how they publish more each year, and in publications with broader readership and impact.

Our work shows our continuing commitment to generating world-class knowledge, mobilizing diverse expertise, enhancing the performance of a wide range of for-profit and not-for-profit organizations, and improving the well-being of individuals and societies around the world. As part of the only Ivy League university with a land grant mission, and with one of the world's largest business faculties, we fulfill that mission in an important way through dissemination of our scholarly findings.

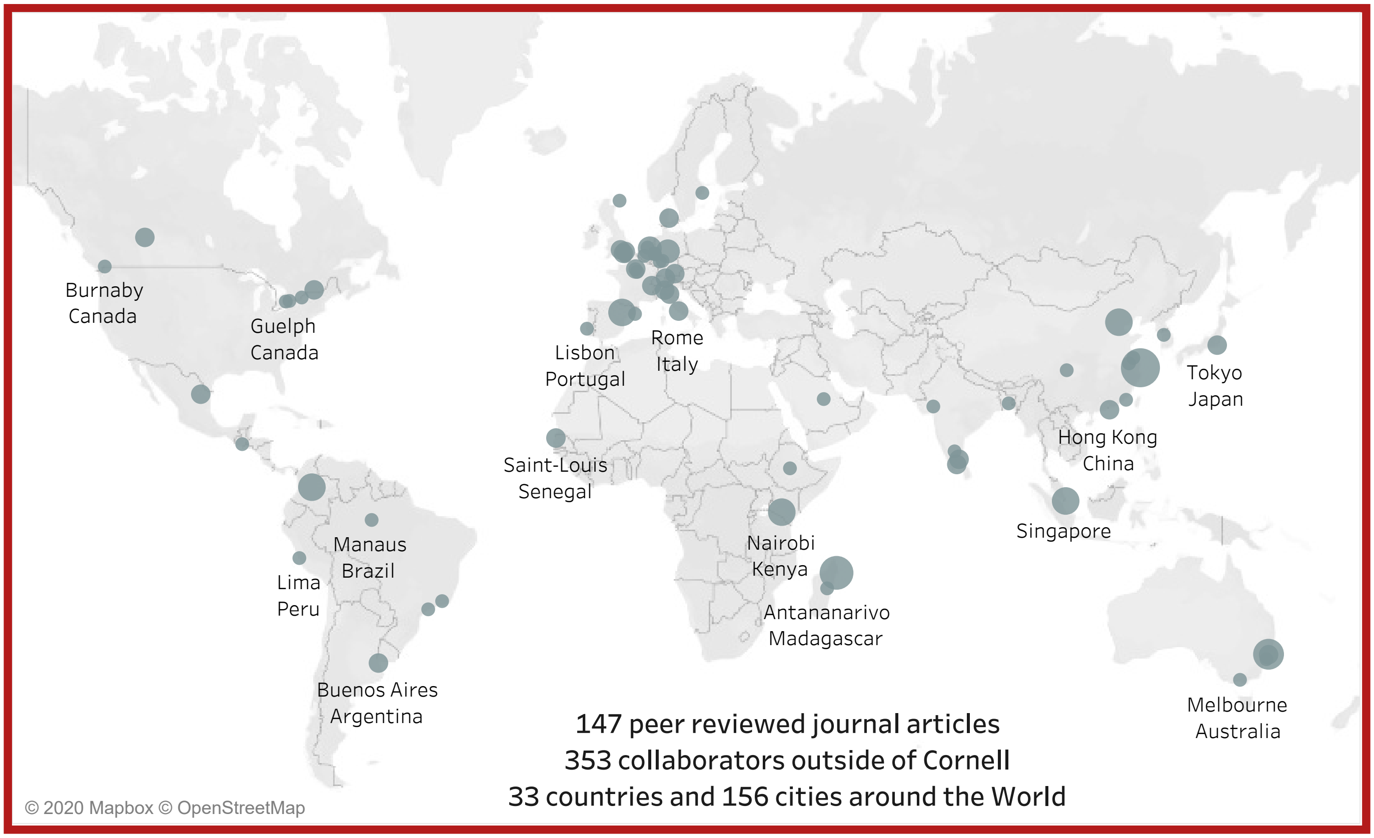
We are steady during these historic times. We can be heartened by the rise in our overall productivity and in the impactfulness of the work.

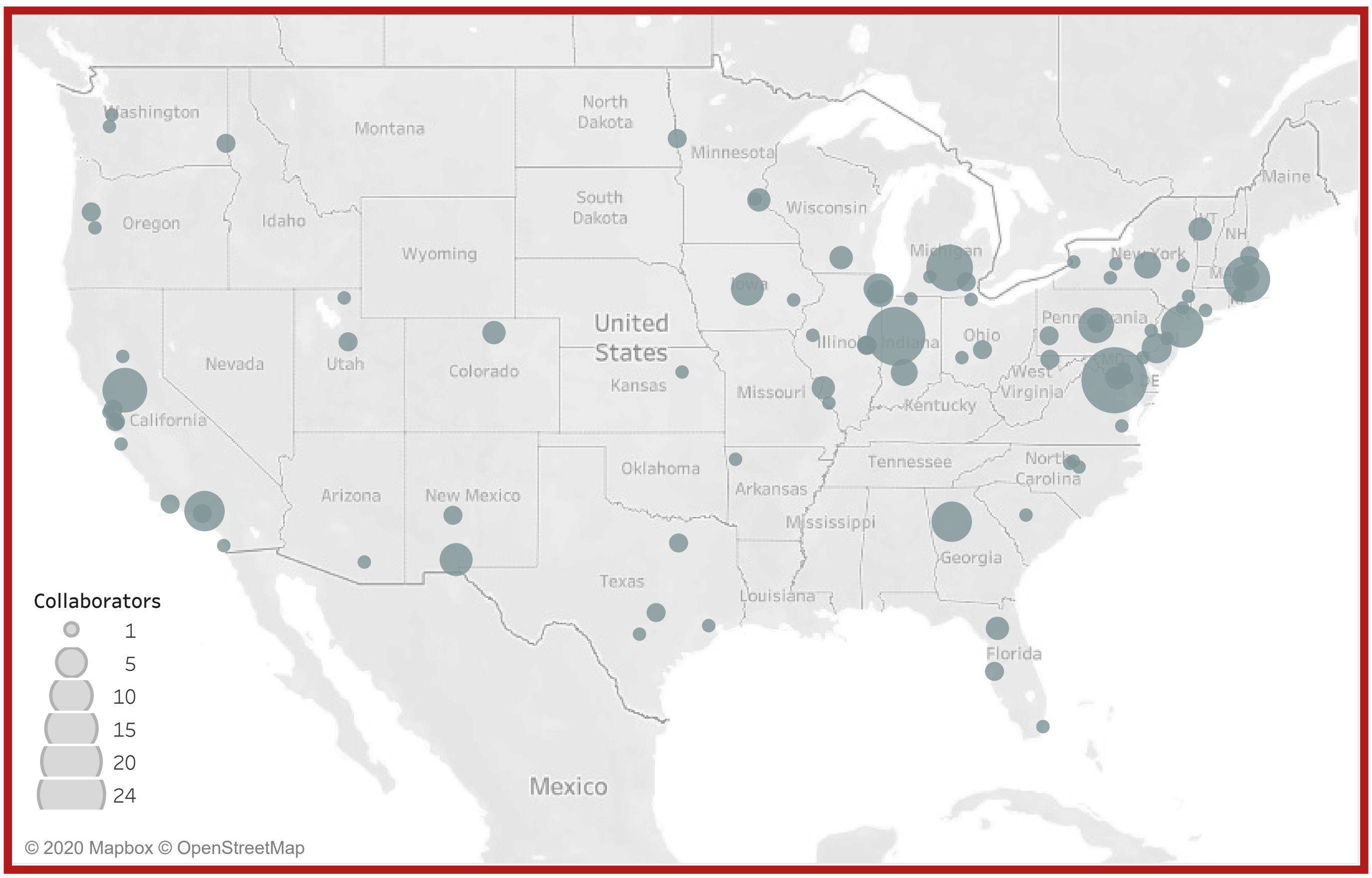
I invite you to learn more about our scholarship and our journey as a college at business.cornell.edu.

Thank you for all that you do to make us better.

G. Andrew Karolyi
Deputy Dean and Dean of Academic Affairs
Professor of Finance
Cornell SC Johnson College of Business

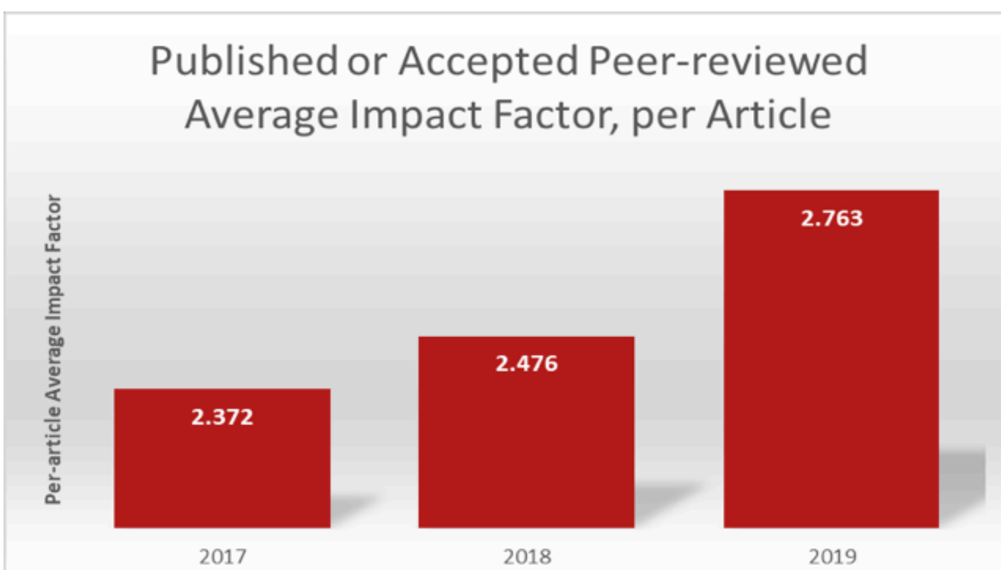
Cornell SC Johnson College of Business Collaborates Globally!





Published or Accepted Peer-reviewed Articles
No. of Articles
207
212
320
2017
2018
2019

Published or Accepted Peer-reviewed Articles
Per-person Average
1.55
1.44
2.08
2017
2018
2019



Published or Accepted Peer-reviewed Average Impact Factor, per Article
Per-article Average Impact Factor
2.372
2.476
2.763
2017
2018
2019

Impact Statements

Robert Bloomfield

Nicholas H. Noyes Professor of Management and professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Kristina Rennekamp

Associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

No system is perfect: Understanding how registration-based editorial processes affect reproducibility and investment in research quality

Journal of Accounting Research, 56, 2 (May 2018)

LINK TO PAPER

Co-authors

- **Robert Bloomfield**, Nicholas H. Noyes Professor of Management and professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Kristina M. Rennekamp**, associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Blake Steenhoven**, PhD candidate in accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

The Registration-based Editorial Process (REP) is a model in which authors submit proposals to gather and analyze data. Within this model, successful proposals are guaranteed publication as long as the authors meet their commitments, regardless of whether study results support predictions. To understand how REP differs from the Traditional Editorial Process (TEP), Bloomfield et al analyzed papers and conference comments and surveyed conference reviewers, attendees, and authors including those who have published under traditional processes. The authors find that REP increases up-front investment in planning, data gathering, and analysis, but reduces follow-up investment after results are known, rendering the findings more reproducible, but the articles less thorough and refined. They recommend improvements to REP, including follow-up investments like those employed under TEP, to make papers more informative, focused, and accurate.

Kristina Rennekamp

Associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Robert Libby

David A. Thomas Professor of Management, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Firm performance, reporting goals, and language choices in narrative disclosures

Journal of Accounting and Economics, 65, 2-3, April 2018

LINK TO PAPER

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- **Robert Libby**, David A. Thomas Professor of Management, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Kristina M. Rennekamp**, associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

The authors use an experiment with experienced managers to study the influence of reporting goals and firm performance on language choices. They find that bad news disclosures are less readable than those delivering good news, with managers making efforts to frame poor performance positively by focusing more on the future, providing causal explanations for poor performance, and using more passive voice and fewer personal pronouns. The authors suggest that these managers use these methods only when they have a stronger self-enhancement motive, not out of any intention to obfuscate.

Mani Sethuraman
Assistant professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

The effect of reputation shocks to rating agencies on corporate disclosures

The Accounting Review, 94, 1, January (1st Quarter/Winter) 2019

LINK TO PAPER

Author

Mani Sethuraman, assistant professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

Academics, practitioners, and regulators disagree on the informational role played by major credit rating agencies (CRAs) and the usefulness of credit ratings in influencing investors' perception of the credit risk of bond issuers. Using management earnings forecasts as a measure of voluntary disclosure, Sethuraman explores these effects and finds that investors demand more (or less) disclosure from corporate bond issuers when the ratings become less (or more) credible.
In addition, he uses content analytics and finds that bond issuers disclose more qualitative information during periods of low CRA reputation to aid investors in assessing credit risk. These findings are consistent with credit ratings providing incremental information to investors and reducing adverse selection in lending markets, and they further suggest that managers rely on voluntary disclosure as a credible mechanism to reduce information asymmetry in bond markets.

Luo Zuo
Associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Long-term impact of economic conditions on auditors' judgment

The Accounting Review, 93, 6, November 2018

LINK TO PAPER

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- **Tusheng Xiao**, Central University of Finance and Economics, Beijing
- **Luo Zuo**, associate professor of accounting, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

Zuo et al observe that the prevailing economic conditions occurring when an auditor enters the labor market have a long-term impact on that auditor's judgment and decision making. Studying engagement partners who start their careers during economic downturns (referred to as downturn auditors), the researchers find that these auditors issue audit adjustments more frequently, and are more likely to issue modified audit opinions during company-years with no audit adjustments. The authors further find that companies audited by downturn auditors are less likely to violate financial reporting and disclosure regulations. Together, the authors' findings suggest that the early career stage is a critical formative period for auditors.

Aaron Adalja
Assistant professor of food and beverage management, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Produce growers' cost of complying with the Food Safety Modernization Act

Food Policy, 74, January (1st Quarter/Winter) 2018

LINK TO PAPER

Co-authors

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- **Erik Lichtenberg**, professor of agricultural and resource economics, University of Maryland

Summary

In 2011, the Food Safety Modernization Act (FSMA) required the FDA to write the Produce Rule, a set of regulated standards for the growing, harvesting, packing, and holding of produce for human consumption. Small and medium size growers using both conventional and sustainable farming practices have expressed concern that compliance with the Produce Rule is prohibitively costly. Using data from an original national survey of fruit and vegetable growers, Adalja et al examine this contention. Analyzing expenditures on food safety practices required by the Produce Rule, the authors find that expenditures per acre decrease with farm size, and they also find evidence that growers using sustainable farming practices spend more than conventional growers do on many food safety practices.

Christopher B. Barrett

Stephen B. and Janice G. Ashley Professor of Applied Economics and Management, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Emerging human infectious diseases and the links to global food production

Nature Sustainability, 2, 6, June 2019

LINK TO PAPER

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- **Meggan E. Craft**, University of Minnesota at Saint Paul
- **Bryan Delius**, University of South Florida
- **Giulio DeLeo**, Stanford University
- **Peter Hudson**, Pennsylvania State University at College Station
- **Nicolas Jouanard**, Hope for Health Biomedical Research Laboratory
- **Karena Nguyen**, University of South Florida
- **Justin Remais**, University of California at Berkeley
- **Gilles Riveau**, Hope for Health Biomedical Research Laboratory
- **Jason R. Rohr**, University of Notre Dame
- **Susanne Sokolow**, Stanford University
- **David Tilman**, University of Minnesota at Saint Paul

Summary

As global food demand rises sharply, infectious diseases emerge at unprecedented rates. Feeding 11 billion people will require increases in crop and animal production, agricultural use of antibiotics, water, pesticides and fertilizer, and contact between humans and wild and domestic animals. Evidence suggests that this activity contributes to the emergence and spread of infection. Barrett et al synthesize literature indicating that, since 1940, agricultural drivers were associated with significant proportions of all disease --and nearly half of all zoonotic infections-- emerging in humans, and that these numbers are likely to grow. The authors identify agricultural, disease management, and policy actions, along with additional research, to address this public health challenge.

Miguel I. Gómez
Associate professor, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

The economics and ecology of shade-grown coffee: a model to incentivize shade and bird conservation

Ecological Economics, 159, May 2019

LINK TO PAPER

Co-authors

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- **J. Nicolas Hernandez-Aguilera,** post-doctoral research scientist, International Research Institute for Climate and Society, Columbia University
- **Amanda D. Rodewald,** professor, Department of Natural Resources, College of Agriculture and Life Sciences, and director of Conservation Science, Cornell Lab of Ornithology, Cornell University

Summary

The cultivation of shade-grown coffee is a production system widely regarded as environmentally sustainable and useful for biodiversity conservation. In this method, the crop is grown under a forest-like canopy of trees, enhancing pest control from birds; however, the process produces lower coffee yields. Gómez et al study this tradeoff here, along with the economic incentives required for smallholders (people managing agricultural holdings smaller than farms) to adopt shade practices rather than conventional systems, in which coffee is grown in sunnier settings. Formulating a dynamic optimization problem, the authors show that smallholders have incentives to allocate more land to shade-grown coffee under the appropriate market conditions.

Catherine Louise Kling

Tisch University Professor of Environmental, Energy, and Resource Economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Ivan Rudik

Assistant professor of environmental economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Biodiversity studies using interdisciplinary research designs: The ecosystem services costs of nightlights in New York City (2019)

A collaborative project of the President's Visioning Committee on Cornell in New York City.

LINK TO PROJECT

Faculty Fellows

- **Andrew Farnsworth**, research associate, Cornell Laboratory of Ornithology, Cornell University
- **Catherine Louise Kling**, Tisch University Professor of Environmental, Energy, and Resource Economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University
- **Ivan Rudik,** assistant professor of environmental economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Summary

University President Martha Pollack chose this collaboration as one of four cross-disciplinary faculty projects that would envision the University's growing presence in New York City. Designed to expand learning and research opportunities for Cornell faculty and students in New York, and to complement work in Ithaca during the 2019-2020 academic year, the research team proposed "a high-profile pilot study to quantify impacts of artificial light in Manhattan on behaviors and numbers of nocturnally migrating birds." Advancing previous collaborative research at the Lab of Ornithology, this team works with citizen-scientists to expand efforts to understand the effects of human activity and society on avian behavior and on global biodiversity. Seen by the authors as "a first step toward developing a full-fledged interdisciplinary research program," this and all of the President's NYC Visioning projects will expand learning and research opportunities to complement, enrich and enhance the work done on all of Cornell's campuses.

Catherine Louise Kling

Tisch University Professor of Environmental, Energy, and Resource Economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

The low but uncertain measured benefits of US water quality policy

Proceedings of the National Academy of Sciences, 116, 12, March 2019

LINK TO PAPER

Co-authors

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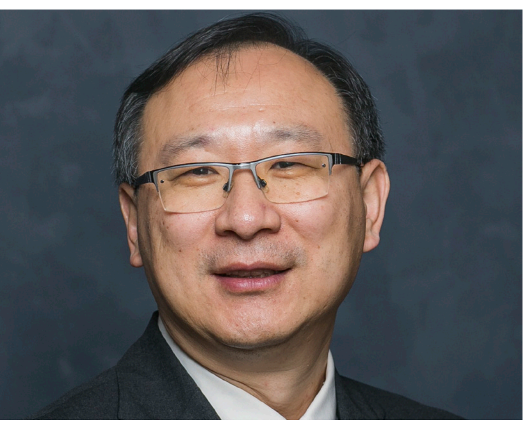
- **Catherine Louise Kling**, Tisch University Professor of Environmental, Energy, and Resource Economics, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University
- **Joseph S. Shapiro,** associate professor, Department of Agricultural and Resource Economics, University of California at Berkeley

Summary

Since 1960, public and private US entities have invested over $1.9 trillion to decrease pollution in rivers, lakes, and other surface waters caused by agriculture and urban runoff. Kling et al review the methods and conclusions of about 20 recent evaluations of these policies and find evidence of uncertainty about the true value of these efforts, relative to their costs. However, because existing evidence is limited and undercounts many types of benefits, the authors conclude that it is unclear whether many of these regulations truly fail a benefit–cost test or whether existing evidence understates their net benefits, so they offer specific questions whose answers would help eliminate this uncertainty.

Crocker Liu

Robert A. Beck Professor of Hospitality Financial Management, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University



Peng Liu

Singapore Tourism Board Distinguished Professor in Asian Hospitality Management and associate professor, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Real assets, liquidation value and choice of financing

Real Estate Economics, 47, 2, July (3rd Quarter/Summer) 2019

LINK TO PAPER

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- **Peng Liu,** Singapore Tourism Board Distinguished Professor in Asian Hospitality Management, associate professor, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University
- **Zhipeng Zhang,** Barclays Global Investors (BGI)

Summary

The authors use real estate firms to examine how asset liquidation values influence a firm's financing choices. Because the productivity and quality of a real estate asset is observable and potential measures of its liquidation value are easier to ascertain ex ante, Liu et al observe that, compared to firms that issue equity, firms that issue debt have significantly higher asset quality. For firms with assets whose quality is not easily observable, financing choices depend heavily on conditions in the overall real estate market.

Murillo Campello
Lewis H. Durland Professor of Management, professor of finance, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Bankruptcy and the cost of organized labor: Evidence from union elections

Review of Financial Studies, 31, 3, March 2018

LINK TO PAPER

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- **Janet Gao**, assistant professor of finance, Kelley School of Business, Indiana University
- **Jiaping Qiu**, professor of finance and business economics, DeGroote School of Business, McMaster University
- **Yue Zhang**, professor, Université Catholique de Louvain

Summary

Despite their declining prominence, labor unions still shape human capital participation in corporate activity. Over eight million private-sector workers in the U.S. today are represented by unions, with one-third of industrial firms employing a unionized labor force, mostly formed in the last 20 years. Arguments that worker unionization leads to changes in productivity, employment, or business survival find little support in the data during healthy times; however, when a company is in bankruptcy, union worker protections can add to firm legal expenses, diminish corporate asset values, and aggravate bondholder losses.

Lin William Cong

Rudd Family Professor of Management, associate professor, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Blockchain disruption and smart contracts

Review of Financial Studies, 32, 5, May 2019

LINK TO PAPER

Co-authors

- **Lin William Cong**, Rudd Family Professor of Management and associate professor, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Zhiguo He**, Fuji Bank and Heller Professor of Finance, Booth School of Business, University of Chicago

Summary

Blockchain was first popularized as the technology behind the cryptocurrency Bitcoin, and has since emerged in various other forms, often with the ability to store and execute computer programs. This has given rise to applications, such as smart contracts, featuring payments triggered by a tamperproof consensus of contingent outcomes and financing through initial coin offerings. Many industry practitioners are critical of blockchain technology's potential to disrupt business and financial service or to foment illegal behaviors; others remain skeptical of its real-world applicability. Here, Cong and He argue that, despite some downsides, the technology and its various incarnations share a core functionality in providing a decentralized consensus, establishing universally-accepted definitions and descriptions, and potentially enlarging the contracting space through smart contracts, which can mitigate informational asymmetry and improve welfare and consumer surplus.

Byoung-Hyoun Hwang
Associate professor of finance, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Information sharing and spillovers: Evidence from financial analysts

Management Science, 65, 8, August 2019

LINK TO PAPER

Co-authors

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- **José M Liberti**, clinical professor of finance, Joseph Jr. and Carole Levy Chair in Entrepreneurship, Kellogg School of Management, Northwestern University
- **Jason Sturgess**, professor of economics and finance, Queen Mary University

Summary

Hwang et al study how information sharing within an organization affects individual performance. Examining situations in which the same analyst, while working at the same broker, covers multiple mergers and acquisitions (in particular the acquirer prior to the M&A and the merged firm thereafter), the authors find that earnings forecasts for the merged firm are significantly more accurate when the analyst has a colleague working at the same broker covering the target prior to the M&A. This holds particularly true if acquirer analysts and target analysts reside in the same locale, if they are part of a smaller team, and if the target analyst is of higher quality. These findings highlight the importance of information spillovers on individual performance in knowledge-based industries.

Fang Liu
Assistant professor of finance, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

On investor preferences and mutual fund separation

Journal of Economic Theory, 174, March 2018

LINK TO PAPER

Co-authors

- **Philip Dybvig**, professor of finance, Olin School of Business, Washington University
- **Fang Liu**, assistant professor of finance, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Summary

In this study, Liu and Dybvig extend Cass and Stiglitz's analysis of preference-based mutual fund separation, providing a complete characterization of the general K-fund separation. The authors show that some instances of separation with many funds can be constructed by adding inverse marginal utility functions having separation with one or a few funds. They also show that there is money separation (with the riskless asset as one of the funds) if and only if there is a fund (which may or may not be the riskless asset) with a constant allocation as wealth changes. In general, the authors do not recommend a method for writing the separating utility functions in closed form, but do so in the special case of SAHARA utility defined by Chen et al and for a new class of GOBI preferences introduced here.

Justin Murfin

Associate professor of finance, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Who finances durable goods and why it matters: Captive finance and the Coase conjecture

Journal of Finance, 74, 2, April (2nd Quarter/Spring) 2019

LINK TO PAPER

Co-authors

- **Justin Murfin**, associate professor of finance, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University
- **Ryan Pratt**, assistant professor of finance, Marriott School of Business, Brigham Young University

Summary

A substantial share of durable goods financed with credit in the United States is not financed by banks, but rather by the manufacturer of the good itself, a practice known as captive finance. Although motivated as a rent-seeking device, captive financing generates positive spillovers by relaxing credit constraints. Using data on captive financing by the manufacturers of heavy equipment, Murfin and Pratt find that captive-backed models have lower price depreciation. The authors propose that, by financing their own product sales through captive finance subsidiaries, durable goods manufacturers commit to higher resale values for their products in future periods, as used machines.

Margarita Tsoutsoura
John and Dyan Smith Professor of Management and Family Business, associate professor, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Drivers of effort: Evidence from employee absenteeism

Journal of Financial Economics, 133, 3, September 2019

LINK TO PAPER

Co-authors

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- **Margarita Tsoutsoura**, John and Dyan Smith Professor of Management and Family Business, associate professor, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Daniel Wolfenzon**, professor of finance and economics, Columbia Business School, Columbia University

Summary

Employee attendance is the first component of productivity. In this study, Tsoutsoura et al studied government-gathered absenteeism figures of over 670,000 individual employees at over 4000 medium and large Danish corporations to determine whether the widely-divergent levels of absenteeism were due to firm policies or individual worker factors. Then, using data on individual workers who changed companies, the researchers investigated whether employee attendance was driven by the type of employees who choose to work in each firm, or by the incentives the firms provide. Examining further the features of firms whose employees utilized better efforts, in an attempt to identify firm environment and policy features which might measurably attract employees with high levels of work ethic, loyalty, and motivation.

Gautam Ahuja

Eleanora and George Landew Professor of Management and professor of management and organizations, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

2019 Distinguished Scholar Award, Academy of Management Technology and Innovation Management (TIM) Division

Recipient

Gautam Ahuja, Eleanora and George Landew Professor of Management, professor of management and organizations, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Each year, the Technology and Innovation Management Division (TIM) of the Academy of Management presents its Distinguished Scholar Award for contributions that have been central to the intellectual development of the field of technology and innovation management. Each recipient embodies a career of scholarly achievement and has had a significant impact on TIM scholarship. Gautam Ahuja was the recipient of its Distinguished Scholar Award in 2019.

Summary

The Academy of Management was founded in 1936 by ten college professors with the mission to “inspire and enable a better world through our scholarship and teaching about management and organizations” and the vision “to build a vibrant and supportive community of scholars by markedly expanding opportunities to connect and explore ideas.” As the Academy of Management has evolved, it has maintained its focus on support for scholarly research in management. It now boasts a membership cohort of over 19,000 members from nearly 120 nations, and hosts 25 professional divisions and interest groups that promote excellence, scholarly activity, and the exchange of ideas in established management disciplines.

The AMA’s Technology and Innovation Management (TIM) Division encourages interdisciplinary scholarship and dialogue on the management of innovation and technological change from a variety of perspectives, including strategic, managerial, behavioral, and operational issues. Focusing on the management of innovation, technology strategy, research and development, information technologies and the internet, technology-based entrepreneurship, process technologies, and the commercialization of scientific research, participants in this broad academic endeavor come from a wide range of disciplines and draw on an extensive array of theoretical and research paradigms.

Lourdes Casanova
Gail and Roberto Cañizares Director, Emerging Markets Institute and senior lecturer of management, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

The Era of Chinese Multinationals: Competing for Global Dominance

Elsevier, November 8, 2019

LINK TO PUBLISHER

Co-authors

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- **Anne Miroux**, faculty fellow, Emerging Markets Institute, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

Over the last decade, Chinese multinationals have grown in size and increased their global presence, emerging as formidable competitors for western incumbents, displacing trade and investment flows with new business models, and signaling the emergence of a new geography of global innovation. In this volume, Casanova and Miroux illustrate the surge of Chinese companies before turning to the corporate characteristics of those firms and comparing them with western multinationals in terms of revenues, profits, branding, and business strategy. Using data and case studies, the authors provide insight for global executives on collaborating and competing with Chinese companies. They also cover the Chinese government's expansionist policies and Chinese firms' new role in global acquisitions.

John M. Doris

Peter L. Dyson Professor of Ethics in Organizations and Life, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Resisting temptation for the good of the group: Binding moral values and the moralization of self-control

Journal of Personality and Social Psychology, 115, 3, 2018

LINK TO PAPER

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- **Jesse Graham**, George S. Eccles Professor of Business Ethics, associate professor, David Eccles School of Law, University of Utah
- **Peter Meindl**, professor of psychology, University of Pennsylvania at Philadelphia
- **John Monterosso**, professor of psychology, University of Southern California
- **Marlon Mooijan**, assistant professor of organizational behavior, Jones School of Business, Rice University
- **Daphna Oyserman**, professor of psychology, professor of education and communication, University of Southern California

Summary

When do people see self-control as a moral issue? Doris and collaborators hypothesize that the group-focused "binding" moral values of loyalty/betrayal, authority/subversion, and purity/degradation play a particularly important role in this moralization process. The authors conducted nine studies examining individual self-control goals and binding moral values as they function in groups. In the aggregate, their findings suggest that self-control moralization is primarily group-oriented, and is sensitive to group-oriented cues.

Madeline King Kneeland

Assistant professor of management and organizations, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Assessing the progress of women in corporate America: The more things change, the more they stay the same

American Business Law Journal, 55, 4, December 2018

LINK TO PAPER

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- **Madeline King Kneeland**, assistant professor of management and organizations, School of Hotel Administration,Cornell SC Johnson College of Business, Cornell University
- **Frances J. Milliken**, Arthur E. Imperatore Professor of Entrepreneurial Studies, professor of management, Leonard N. Stern School of Business, New York University
- **Cindy A. Schipani**, Merwin H. Waterman Collegiate Professor of Business Administration, professor of business law, Ross College of Business, University of Michigan

Summary

Gender biases continue to contribute to inequality in the employment context, hindering women's ability to reach the top ranks of corporate leadership and to achieve pay equity. Madeline King Kneeland and collaborators advance specific suggestions for correcting this, starting by advocating state legislation requiring paycheck fairness and company policies mandating salary transparency. The authors go on to recommend refinements to the legal framework for disparate treatment analysis in Title VII gender discrimination cases. They further suggest that firms improve mentoring and networking programs for women while offering implicit bias training for men. Finally, the authors urge firms to adopt and sincerely promote family-friendly policies. Not only would these recommendations be just, the authors contend, but they would also likely increase productivity and help resolve the paucity of women in top leadership positions.

Christopher Marquis
Eleanora and George Landew Professor of Management, professor of management and organizations, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Defending Mao's dream: How politicians' ideological imprinting affects firms' political appointment in China

Academy of Management Journal, 62, 4, August 2019

LINK TO PAPER

Co-authors

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- **Christopher Marquis**, Eleanora and George Landew Professor of Management, professor of management and organizations, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Danqing Wang**, assistant professor in management and strategy, Faculty of Business and Economics, University of Hong Kong

Summary

Marquis et al explore how politicians' political values shape their perceptions of, and willingness to engage in, corporate-political exchanges. Observing 760 city mayors across 242 Chinese cities from 2001 to 2013, they find that cities have fewer private firms appointed to local councils if the mayor is more strongly imprinted with an orthodox communist ideology. The intensity and the evolution of such an ideological imprint are influenced by contextual factors, including the mayors' prior exposure to intense ideological experiences, such as the Cultural Revolution, at a young age. Working in an environment consistent with the ideology— such as a province with a greater communist legacy—sustains and strengthens that imprint, whereas working in an environment inconsistent with the ideology—such as a province with greater economic development—attenuates it. The authors discuss the implications of these findings for political strategy research, imprinting theory, and the nascent research stream on political ideology.

Simone Tang
Assistant professor of organizational behavior, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Psychological reactance as a function of thought versus behavioral control

Journal of Experimental Social Psychology, 84, September 2019

LINK TO PAPER

Co-authors

- **Anyi Ma**, doctoral candidate, Department of Management and Organizations, Fuqua School of Business, Duke University
- **Aaron C. Kay**, J. Rex Fuqua Professor of International Management, Fuqua School of Business and Department of Psychology & Neuroscience, Duke University
- **Simone Tang**, assistant professor of organizational behavior, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Summary

How can people persuade and influence others? One option is to directly target others' behavior through rules and incentives, but an increasingly popular option is to focus on modifying what others think rather than how they behave, hoping behaviors will then change as a result. The assumption underlying this latter approach is that targeting thoughts and attitudes might be easier or more effective than targeting behaviors. Drawing from psychological reactance theory (Brehm, 1966), Tang et al investigate whether efforts targeted at controlling what people think, rather than how they behave, will indeed be met with differing levels of psychological reactance. Across four studies, the authors find that people experience greater psychological reactance towards efforts to control their thoughts compared to efforts to control their behaviors.

Geoffrey Fisher
Assistant professor of marketing, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Jura Liaukonyte
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Lead offer spillovers

Marketing Science, 38, 4, July (3rd Quarter/Summer) 2019

LINK TO PAPER

Co-authors

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- **Matthew McGranaghan**, visiting lecturer, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University
- **Kenneth C. Wilbur**, professor of marketing, Rady School of Management University of California at San Diego

Summary

Price promotions are typically offered in groups on websites, mailings and circulars, but little is known about how promotional offers in near proximity affect each other. Across two large-scale field experiments conducted on a multi-brand coupon website, the authors find that when lead promotions offer high-value deals, consumers are more likely to print subsequent offers, a finding called a "lead offer spillover." In the first field experiment, doubling the value of three lead offers increased the printing of subsequent offers by 18% and redemptions by 12%. In the second, doubling the value of a single lead offer increased subsequent offer prints by 12%. Additional analyses and experiments indicate that larger lead offers increase consumer search for subsequent offers and are not primarily driven by changes in evaluative judgments or complementarities between lead and subsequent offers.

Sachin Gupta
Henrietta Johnson Louis Professor of Management, professor of marketing, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

AMA-EBSCO Annual Award for Responsible Research in Marketing

Professor Sachin Gupta's paper "Spillover Effects of Mission Activities on Revenues in Nonprofit Health Care: The Case of Aravind Eye Hospitals, India"(Journal of Marketing Research, 55, 6, December 2018), is one of 14 recipients of the American Marketing Association's AMA-EBSCO Annual Award for Responsible Research in Marketing. This award honors outstanding research that produces credible and useful knowledge that benefits society.

Recipients

- **C. Gnanasekaran**, Manager, Administration, Aravind Eye Care System
- **Sachin Gupta**, Henrietta Johnson Louis Professor of Management, professor of marketing, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Omkar D. Palsule-Desai**, Professor of Operations Management and Quantitative Techniques, Indian Institute of Management
- **Thulasiraj Ravilla**, Executive Director, LAICO, Aravind Eye Care System

Summary

Gupta et al examine cross-subsidization business models employed by non-profit health care organizations in low- and middle-income countries. The Aravind Eye Hospitals in India deliver free eye care services to the needy as mission activities which are subsidized by charging other patients market prices. This approach allows Aravind and other non-profit organizations to fulfill both their mission-oriented and revenue-generation goals. Examining this dependence in the context of Aravind, Gupta et al measure nine years of marketing outreach camps, and find that although these are marketed only to poor patients, the camps attract paying patients as well, in effect acting as advertising for Aravind. Using model estimates, the authors' findings challenge conventional beliefs about the subsidies required by mission activities, as the incremental revenue accruing to Aravind from a camp exceeds the camp's cost.

Robert Kwortnik

Associate professor of services marketing, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Mobile usage in travel: Bridging the supplier-user gap

International Journal of Contemporary Hospitality Management
31, 2, 2019

LINK TO PAPER

Co-authors

- **Robert Kwortnik**, associate professor of services marketing, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University
- **Heather Linton**, Ph.D. candidate, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Summary

While consumer-driven technology innovations are transforming travel behavior, travel suppliers struggle to grasp their customers' desires regarding mobile device usage in travel. Here, the authors employ two exploratory studies: a consumer survey to understand travelers' needs and wants regarding mobile devices, and a qualitative study to learn more about how travel suppliers are responding. Their findings identify a lingering gap between what customers would like to do on their mobile devices and the services currently available, and they provide insights from technology industry experts on future trends.

Kathy LaTour
Associate professor of services marketing, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Learning to become a taste expert

Journal of Consumer Research, 46, 1, June 2019

LINK TO PAPER

Co-authors

- **John Deighton,** Harold M. Brierley Professor of Business Administration Emeritus, Harvard Business School
- **Kathy LaTour**, associate professor of services marketing, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Summary

Current approaches to achieving expertise center on cultivating an analytic mind-set; however, in this work LaTour and Deighton explore the benefit to enthusiasts of moving beyond analytics to cultivate a holistic style of processing, called hedonic, developed with taste experts. Testing the hedonic against traditional analytic methods in a series of experiments across a range of hedonic products, their evidence suggests that consumers seek to become more expert about hedonic products in order to enhance their enjoyment of future consumption, with implications for both managers and academics interested in how consumers learn to become expert in these product categories.

Kaitlin Woolley
Assistant professor of marketing, Cornell SC Johnson College of Business, Cornell University

It's about time: Earlier rewards increase intrinsic motivation

Journal of Personality and Social Psychology, 114, 6, June 2018

LINK TO PAPER

Co-authors

- **Ayelet Fishbach**, Jeffrey Breakenridge Keller Professor of Behavioral Science and Marketing, IBM Corporation Faculty Scholar, Booth School of Business, University of Chicago
- **Kaitlin Woolley**, assistant professor of marketing, Cornell SC Johnson College of Business, Cornell University

Summary

In studying intrinsic motivation, prior research has compared the presence versus absence of rewards. By contrast, Woolley et al considered the timing of reward delivery, comparing immediate versus delayed rewards, rightly predicting that more immediate rewards would increase intrinsic motivation by creating a stronger connection between the activity and its goal. In support of this hypothesis, the authors created five studies, framing the time between the action and reward in various ways. They found that the effect of reward timing was mediated by the strength of the association between an activity and a reward, and was specific to intrinsic (vs. extrinsic) motivation. They also found that immediacy influenced the positive experience of an activity, but did not influence perceived outcome importance. In addition, they found that the effect of the reward timing was independent of the effect of the reward magnitude; in other words, an earlier bonus increased interest in the task, and this interest lasted even after the bonus was removed.

Andrew Davis

Associate professor of behavioral science and marketing, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Multidimensional bargaining and inventory risk in supply chains: An experimental study

Management Science, 65, 3, March 2019

LINK TO PAPER

Co-authors

- **Andrew Davis**, associate professor of behavioral science and marketing, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Kyle Hyndman**, associate professor of finance and managerial economics, Naveen Jindal School of Management, University of Texas at Dallas

Summary

To study the impact of multidimensional bargaining and the location of inventory risk on the performance of a two-stage supply chain, the authors conduct a controlled human subjects experiment involving a retailer and supplier. These subjects interact through ultimatum offers or dynamically bargain over contract terms, including a wholesale price and, potentially, an order quantity. The authors also manipulate potential risk factors for unsold inventory. One key insight is that supply chain efficiency is significantly higher when the order quantity is included in the negotiation, whereby both the supplier and retailer earn higher profits. A second important result is that the party incurring the cost of unsold inventory always earns a lower profit, regardless of the bargaining environment or inventory risk location. The authors posit that both results can be explained by an anchoring bias.

Carla Gomes

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Reducing greenhouse gas emissions of Amazon hydropower with strategic dam planning

Nature Communications, 10, 1, September 2019

LINK TO PAPER

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- **Bruce R. Forsberg**, National Institute of Amazonian Research, Brazil
- **Alexander S. Flecker**, Cornell University
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- **Jonathan M. Gomes-Selman**, Stanford University
- **Stephen K. Hamilton**, W.K. Kellogg Biological Station, Michigan State University
- **John M. Melack**, University of California at Santa Barbara
- **Mariana Montoya**, Wildlife Conservation Society Peru
- **Guillaume Perez**, Cornell University
- **Suresh A. Sethi**, Cornell University
- **Qinru Shi**, Cornell University
- **Wu Xiaojian**, Cornell University
- **Yexiang Xue**, Purdue University

Summary

Hundreds of dams have been proposed throughout the Amazon basin, one of the world's largest untapped hydropower frontiers. While hydropower is a potentially clean source of renewable energy, some projects produce high greenhouse gas (GHG) emissions per unit electricity generated (carbon intensity). Here the authors show how carbon intensities of proposed Amazon upland dams are often comparable with solar and wind energy, whereas some lowland dams may exceed carbon intensities of fossil-fuel power plants. Based on 158 existing and 351 proposed dams, they present a multi-objective optimization framework showing that low-carbon expansion of Amazon hydropower relies on strategic planning, which is generally linked to placing dams in higher elevations and smaller streams. Ultimately, basin-scale dam planning that considers GHG emissions along with social and ecological externalities will be decisive for sustainable energy development where new hydropower is contemplated.

Karan Girotra

Charles H. Dyson Family Professor of Management, professor of operations, technology and information management, Cornell Tech and Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

R&D spending: Dynamic or persistent?

Manufacturing and Service Operations Management, 21, 3, July 2019

LINK TO PAPER

Co-authors

- **Karan Girotra**, Charles H. Dyson Family Professor of Management, professor of operations, technology and information management, Cornell Tech and Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Christophe Pennetier**, Partner and associate consulting professor, Paris Schoolab Innovation Studio
- **Jurgen Mihm**, professor of technology and operations management, INSEAD

Summary

Girotra and his co-authors examine the question of whether the management of research and development (R&D) should be persistent in its approach to funding or dynamic in that regard, allowing for quick reaction to circumstantial opportunities. There are many reasons why managers may wish to alter the level of R&D spending, and conflicting answers as to which policy is preferable. The authors seek to provide rigorous academic guidance, using a sample of 3,711 publicly listed companies, observed for seven years (on average) between 1982 and 2003, to compare the outcomes of both R&D allocation policies. They find that a dynamic allocation strategy is associated with worse R&D performance in terms of patent quantity and quality, and they offer managers a framework for conceptualizing principles about how best to invest in R&D, as well as methods for assessing and timing discretionary expenditures.

Marie Ozanne

Assistant professor of food and beverage management, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Are attractive reviewers more persuasive? Examining the role of physical attractiveness in online reviews

Journal of Consumer Marketing, 36, 6, September 2019

LINK TO PAPER

Co-authors

- **Stephanie Q. Liu**, assistant professor of hospitality management, Ohio State University at Columbus
- **Anna S. Mattila**, Marriott Professor of Lodging Management, Pennsylvania State University at College Park
- **Marie Ozanne**, assistant professor of food and beverage management, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University

Summary

While online reviews are of legitimate importance in brand evaluations and purchase decisions, the impact of a reviewer's attractiveness is not well understood. To bridge that gap, Ozanne et al explore the influence of physical attractiveness cues through profile photos on customers' brand evaluations. The first study uses an experimental design model to assess the impact of attractiveness and review valence on brand evaluations. The second study examines the impact of attractiveness in the context of multiple reviews and tests attractiveness heuristic as the underlying mechanism. The findings indicate that when an attractive (vs. less-attractive) reviewer writes a positive review, brand evaluations are enhanced, yet this effect does not occur with a negative review. These findings highlight the "attractiveness halo effect" in online reviews and offer important implications to social media marketers.

Vincent Slaugh

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Consistent staffing for long-term care through on-call pools

Production and Operations Management, 27, 12, December 2018

LINK TO PAPER

Co-authors

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- **Vincent Slaugh**, assistant professor of services operations management, School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University
- **Sridhar R. Tayur**, university professor of operations management, Ford Distinguished Research Chair, Tepper School of Business, Carnegie Mellon University

Summary

Nursing home managers strive to ensure consistency of care, defined as minimizing the number of unique nurse aides caring for a resident over the course of one month. Unfortunately, this is frequently a struggle, mainly due to last-minute nurse aide absences filled by aides from external agencies. Slaugh and his co-authors are the first to study the use of an "on-call" pool—aides on staff who may be called in to substitute—as an operational strategy to improve consistency. They provide structural results for the relationship between the number of aides in the on-call pool, staffing cost, and inconsistency level. They also show that a "restricted" on-call pool—in which the slots in the pool are distributed as evenly as possible across units—outperforms an "open," or unrestricted, on-call pool. They further demonstrate that converting full-time positions to part-time positions can improve consistency of care.

Chris Forman

Peter and Stephanie Nolan Professor of Strategy, Innovation, and Technology, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Digital technology adoption and knowledge flows within firms: Can the Internet overcome geographic and technological distance?

Research Policy, 48, 8, October (4th Quarter/Autumn) 2019

LINK TO PAPER

Co-authors

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- **Nicolas van Zeebroeck**, professor of digital economics & strategy, Solvay Brussels School of Economics & Management

Summary

Under what conditions does digital technology adoption increase cross-location knowledge flows within companies? Forman and van Zeebroeck investigate this question by studying the impact of adopting basic Internet access on cross-location knowledge flows within the same firm. Constructing a large data set of Internet adoption and patent citations among dyadic pairs of firm-locations between 1992–1998, the authors find that when both locations in the pair adopt basic Internet, there is an increase in the likelihood of a citation between the citing and (potential) cited location. However, they find no significant effect where Internet adoption occurs at only the citing location. These and other results suggest that digital technologies such as Internet connectivity are able to facilitate knowledge flows between locations only when they share a common knowledge base.

Robert H. Frank

Henrietta Johnson Louis Professor of Management, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Under the Influence: Putting Peer Pressure to Work

Princeton University Press, 2020

LINK TO PUBLISHER

Author

Robert H. Frank, Henrietta Johnson Louis Professor of Management, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Summary

Robert Frank invokes well-understood human psychological weaknesses to approach the prevailing question of our time: what will it take to change human behavior in response to the climate crisis? Here Frank puts advanced understandings of behavioral contagion to use, examining the causal influence of context on spending trends and concepts of sufficiency, the potentially mitigating effects of penalties and regulations on healthy and unhealthy behaviors, and the dynamics of moral understandings and trust in a society, to posit a purposeful utility in peer pressure. Eyeing the exponential speedup of climate change and its effects, Frank seeks to encourage conversations that explore the present reality as an opportunity for collaboration and profitmaking, with this central claim: "we have a powerful and legitimate public policy interest in encouraging socially beneficial memes and discouraging socially harmful ones."

Aija Leiponen
Professor, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Organizational transparency and power in firm ownership networks

Journal of Comparative Economics, 46, 4, December 2018

LINK TO PAPER

Co-authors

- **Anna Grosman**, The Institute for Innovation and Entrepreneurship, Loughborough University, London
- **Aija Leiponen**, professor, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Summary

When public institutions do not support information disclosure and contract enforcement, controlling owners may compensate by setting up ownership networks that facilitate the exchange of resources and alignment of interests. Examining horizontal and vertical power structures in Russian firms, Leiponen and Grosman examine how powerful owners draw power from ownership networks to provide access to resources for or to expropriate resources from their firms, although they may deprive their firms of productive investments.

Michael Waldman

Charles H. Dyson Professor of Management, professor of economics, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University

Performance, career dynamics, and span of control

Journal of Labor Economics, 37, 4, 2019

LINK TO PAPER

Co-authors

- **Valerie Smeets**, Aarhus University
- **Michael Waldman**, Charles H. Dyson Professor of Management, Professor of Economics, Samuel Curtis Johnson Graduate School of Management, Cornell SC Johnson College of Business, Cornell University
- **Frederic Warzynski**, Aarhus University

Summary

In this paper, Waldman and his co-authors focus on a classic idea concerning span of control, which is that a prime driver is the scale of operations effect. They extend this theory concerning the scale of operations effect by allowing firms' beliefs concerning a manager's ability to evolve over the manager's career. Empirically investigating the resulting testable predictions using a unique single-firm data set containing detailed information concerning the reporting relationships at the firm, their analysis supports the notion that the scale of operations effect and learning are both important determinants of a firm's span of control.

Sarah Wolfolds
Assistant professor, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Misaccounting for endogeneity: The peril of relying on the Heckman Two-Step Method without a valid instrument

Strategic Management Journal, 40, 3, March 2019

LINK TO PAPER

Co-authors

- **Jordan Siegel**, professor of strategy, Ross School of Business, University of Michigan
- **Sarah Wolfolds**, assistant professor, Charles H. Dyson School of Applied Economics and Management, Cornell SC Johnson College of Business, Cornell University

Summary

Managers make strategic decisions by choosing the best option given the particular circumstances of their firm. Wolfolds and Seigel observe certain situations and use their observations to show that current methods of addressing endogeneity by incorporating econometric techniques, including Heckman's two-step method, require closer scrutiny. The economics literature regarding optimal usage of Heckman's method emphasizes the valid exclusion condition necessary in the first stage. However, the authors' meta-analysis reveals that only 54 of 165 relevant papers published in the top strategy and organizational theory journals during 1995–2016 claim a valid exclusion restriction. Without this condition being met, the authors' simulation shows that results using the Heckman method are often less reliable than OLS results. Even where Heckman is not possible, they recommend that other rigorous identification approaches be used.

Media Placements

Note: *Collected from monthly coverage reports prepared by Cornell SC Johnson College of Business public relations, January 2018–December 2019.*

ACCOUNTING

Here's one way to tell if a company is overpaying its CEO
MarketWatch
Featured Faculty: *Nicholas Guest*

5 Ways You Could Accidentally Commit Tax Fraud
The Huffington Post: Life
Featured Faculty: *John E. (Jack) Little*

The one thing you should do after filing your taxes
Policy Genius
Featured Faculty: *John E. (Jack) Little*

CEOs' Compensation Climbs If They Appoint CFO, Research Suggests
The Wall Street Journal
Featured Faculty: *Mani Sethuraman*

Food Banks Are Winning In Trump's Trade War With China
HuffPost
Featured Faculty: *Christopher Barrett*

Oh, blip. CBRE eyes softening in 2021
Hotel Management
Featured Faculty: *Jack Corgel*

CBRE: U.S. Lodging Revenue Growth to Slow Through 2021
Lodging Magazine
Featured Faculty: *Jack Corgel*

Donald Trump Has a Cash Problem
Mother Jones
Featured Faculty: *Jan de Roos*

Does Donald Trump have business entanglements with Iran's Revolutionary Guard?
Salon
Featured Faculty: *Jan de Roos*

Immigration, infrastructure and trade top Farm Bureau's 2019 policy goals
Times Union
Featured Faculty: *Jennifer Ifft*

New York's farms face trouble due to trade disputes, labor shortages
Times Union
Featured Faculty: *Jennifer Ifft*

How Federal Disaster Money Favors The Rich
National Public Radio
Featured Faculty: *Catherine Kling*

New Jersey's Lost Valley Tells The Story Of Government Home Buyouts
National Public Radio
Featured Faculty: *Catherine Kling*

Democrats struggle to present a united front on Trump's trade war
The Washington Post
Featured Faculty: *Steven Kyle*

America has never gone this long without hiking the federal minimum wage
The Washington Post
Featured Faculty: *Steven Kyle*

Could a spike in gas prices scare Americans into a recession?
MarketWatch
Featured Faculty: *Shanjun Li*

[Climate change increases crop specialization risks in Midwest, study suggests]
Duluth News Tribune
Featured Faculty: *Ariel Ortiz-Bobea*

[Midwesterners are being forced to face up to climate change]
The Economist
Featured Faculty: *Ariel Ortiz-Bobea*

[Trump Hard-Liners Not Buying China Trade Promises, Prasad Says]
Bloomberg
Featured Faculty: *Eswar Prasad*

[No disadvantage seen for China in trade talks]
ChinaDaily.com.cn
Featured Faculty: *Eswar Prasad*

[Policy clash possible as World Bank head quits]
ChinaDaily.com.cn
Featured Faculty: *Eswar Prasad*

[Why slowing economies could prod US and China to reach deal]
Daily Mail Online
Featured Faculty: *Eswar Prasad*

[India revises growth data as concern over official statistics mounts]
Financial Times
Featured Faculty: *Eswar Prasad*

[China's economy grows at slowest annual rate since 1990]
Financial Times
Featured Faculty: *Eswar Prasad*

[US heaps pressure on China as trade talks resume in Washington]
Financial Times
Featured Faculty: *Eswar Prasad*

[Flush With Cash, China Continues to Borrow Billions from World Bank]
National Public Radio
Featured Faculty: *Eswar Prasad*

China and U.S. Differ Over Agricultural Purchases Trump Boasted About
The New York Times
Featured Faculty: *Eswar Prasad*

Former China lead at IMF: U.S. will reach cursory China deal
Politico
Featured Faculty: *Eswar Prasad*

China, India close gap with U.S. as world's top economy
USA Today
Featured Faculty: *Eswar Prasad*

US' Mnuchin Expects Progress in 'Complicated' China Trade Talks
Voice of America
Featured Faculty: *Eswar Prasad*

Apple's stark warning may be ominous news for China
The Washington Post
Featured Faculty: *Eswar Prasad*

Huawei denies committing violations cited by US Justice Dept
ABC News
Featured Faculty: *Eswar Prasad*

Team Trump should be careful what it wishes for on China
The Washington Post
Featured Faculty: *Eswar Prasad*

Millennial Money: If 'budget' bums you out, try renaming it
The Associated Press
Featured Faculty: *Vicki Bogan*

5 Mental Tricks to Make You a Better Investor
Barron's
Featured Faculty: *Vicki Bogan*

Wondering how your 401(k) would respond to a downturn? These new tools can tell you
CNBC
Featured Faculty: *Vicki Bogan*

How to Use Your Tax Refund Toward Retirement
U.S. News & World Report
Featured Faculty: *Vicki Bogan*

It's Judgment Day for Eddie Lampert's Last-Ditch Sears Rescue Plan
Bloomberg
Featured Faculty: *Murillo Campello*

Those hidden resort fees? You're not the only one worked up about them
The Boston Globe
Featured Faculty: *Steven Carvell*

The crowd-sourced, social media swarm that is betting Tesla will crash and burn
The Baltimore Sun
Featured Faculty: *Byoung-Hyoun Hwang*

Fintech: What's Real, and What's Hype
Knowledge@Wharton
Featured Faculty: *Andrew Karolyi*

China's Night Traders Are Moving U.S. Stocks
The Wall Street Journal
Featured Faculty: *Andrew Karolyi*

It's a time of reckoning for unicorn CEOs
CNN Business
Featured Faculty: *Hyunseob Kim*

Forever 21 is filing for bankruptcy. But its employees aren't going down without a fight.
Washington Post
Featured Faculty: *Hyunseob Kim*

Juul says its chief executive is stepping down, accepts proposed ban on flavored vaping products
The Washington Post
Featured Faculty: *Hyunseob Kim*

Walmart is courting high schoolers with perks such as free SAT prep
The Washington Post
Featured Faculty: *Hyunseob Kim*

Walmart store managers average $175,000 a year. Many employees still earn below the poverty line.
The Washington Post
Featured Faculty: *Hyunseob Kim*

Bitcoin Hits Major Milestone: Marks $1 Billion In Cumulative Transaction Fees
International Business Times
Featured Faculty: *Maureen O'Hara*

Tiny 'Odd Lot' Trades Reach Record Share of U.S. Stock Market
The Wall Street Journal
Faculty: *Maureen O'Hara*

Research: Gender Pay Gaps Shrink When Companies Are Required to Disclose Them
Harvard Business Review
Featured Faculty: *Margarita Tsoutsoura*

Study: Gender Pay Gap Shrinks When Companies Disclose Wages
Poets & Quants
Featured Faculty: *Margarita Tsoutsoura*

Para López Obrador, la honestidad es más importante que la experiencia
CNN en Español
Featured Faculty: *Lourdes Casanova*

The agonizing dilemma of Spanish firms in Latin America
The Economist
Featured Faculty: *Lourdes Casanova*

China Tweaks Tech Supremacy Plan
Voice of America
Featured Faculty: *Lourdes Casanova*

What It's Like To 'Tech Trek' To Google HQ
Poets & Quants
Featured Faculty: *Gen. (Ret.) George W. Casey Jr.*

New service sells brand-name products without plastic containers
CBS News
Featured Faculty: *Glen Dowell*

What happens to your tossed chip bags? How one company is tackling our waste problem
CBS News
Featured Faculty: *Glen Dowell*

For Women in Business, It's All About Critical Mass
The Wall Street Journal
Featured Faculty: *Michelle Duguid*

The Business of Being Karl Lagerfeld, Creator
Quartz
Featured Faculty: *Mukti Khaire*

Varsity Sports and Business Success
Forbes
Featured Faculty: *Kevin Kniffin*

'I Vow to Tread Lightly'
The New York Times
Featured Faculty: *Mark Milstein*

House impeachment inquiry may help restore the political and social norms that Trump flouts Change
The Conversation
Featured Faculty: *Sunita Sah*

Opinion: Why humans find it so hard to resist taking bad advice
Los Angeles Times
Featured Faculty: *Sunita Sah*

Al Mashat to address World Tourism Forum
Travel Weekly
Featured Faculty: *Kate Walsh*

Compassion Is Hot And Compassion Scholars Are Cool
Forbes
Featured Faculty: *Kristina Workman*

Hyatt is the latest hotel chain vowing to cut mini shampoo bottles from its rooms, and it's as good for the environment as it is for business
Business Insider
Featured Faculty: *Chekitan Dev*

Marriott Plans to Inject Color Into 'Beige' Sheratons. It Won't Be Easy.
The New York Times
Featured Faculty: *Helen Chun*

A New Marriott Division Goes Head-to-Head With Airbnb
The New York Times
Featured Faculty: *Chekitan Dev*

Pushed by Home-Sharing, Hotels Try Some New Tricks
New York Times
Featured Faculty: *Chekitan Dev*

Hotels Have Piled On the Brands. In a Downturn, That Could Be a Problem.
The New York Times
Featured Faculty: *Chekitan Dev*

Are You Winning Or Losing With the New Marriott Bonvoy Program?
The Points Guy
Featured Faculty: *Chekitan Dev*

Your favorite retail brand may be coming to a hotel near you
The Washington Post
Featured Faculty: *Chekitan Dev*

Airbnb CEO pledges to verify all 7 million listings in sweeping review of site
The Washington Post
Featured Faculty: *Chekitan Dev*

This giant hotel chain is getting rid of single-use toiletries to cut plastic waste
The Washington Post
Featured Faculty: *Chekitan Dev*

The Biggest Ways People Waste Money
The Wall Street Journal
Featured Faculty: *Soo Kim*

What's that smell? How hotels lure customers with signature scents
SFGate
Featured Faculty: *Kathy LaTour*

A bed, a bath and a whiff of jasmine: Hotels try to lure customers with signature scents
Washington Post
Featured Faculty: *Kathy LaTour*

MARKETING AND MANAGEMENT COMMUNICATION

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Publications

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FINANCE

MANAGEMENT AND ORGANIZATIONS

MARKETING AND MANAGEMENT COMMUNICATION

OPERATIONS, TECHNOLOGY, AND INFORMATION MANAGEMENT

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* *Published articles for all regular, non-visiting faculty in peer-reviewed journals, book chapters, and scholarly books, between January 1, 2018 and December 31, 2019.*

Published Articles in Peer Reviewed Journals

Robert Bloomfield, *No System is Perfect: Understanding how Registration-Based Editorial Processes Affect Reproducibility and Investment in Research Quality*, Journal of Accounting Research, 56, 2, May 2018. With Rennekamp, Kristina M.; Steenhoven, Blake.

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